Advanced Diploma in Business and Management (Mandarin)

Introduction

This course provides students who are interested in pursuing a career in the business & management industry with the knowledge and skills required to develop themselves into well trained, versatile and multi-skilled professionals. Students will be equipped with advanced knowledge and first-hand experience of the industry with a thrust on creativity and enterprise.

Course Modules (Choose any 4)

- Marketing
- Customer Service
- Practical ICT Skills
- Business Calculations
- English for Business
- Business Administration
- Meetings
- Financial Accounting
- Management Accounting
- Accountant in Business
- Business Practice
- Principles and Practices of Management
- Selling and Sales Management
- Entrepreneurship
- Business Statistics

Admission Requirements

Meet any one of the following criteria:
1) Diploma Holder
2) Mature student above 21 years with at least 1 year working experience

Language Requirements

A Pass in GCE 'O' level Chinese or equivalent

Name of Award

Advanced Diploma in Business & Management

Awarding Body

Barclyne College International

Course Mode and Schedule

Full time: Monday to Friday, 3 contact hours per day

Part time: 2 days a week, 3 contact hours per day

Course Duration

6 months.

Venue

Barclyne College International, 62 Cecil Street #03-00 TPI Building S(049710)

Fee Structure

Application Fee [1]	S $ 500
Course Fee	S $ 5,400
Materials Fee	S $ 400
Textbook Fee	S $ 200
Internal Examination Fee	S $ 100/subject
Admin Fee	S $ 800
Total Fees	S $ 7,700

All prices are subject to prevailing Goods & Service Tax (GST). Please refer to the official price list for a detailed breakdown.

College will provide FPS Insurance, Life/Accident & Medical Insurance and Guarantor Fee for Banker's Guarantee (if any) for free.

*Application Fee paid is not refundable.
#All information is correct at the time of print and is subject to change without prior notice. Visit us at **www.barclyne.edu.sg** for detailed information and updates.

Payment Modes

Cash, NETS, cheque (payable to Barclyne College International), or telegraphic transfer (not applicable for miscellaneous fees)

Fee Collection Hours

Monday-Friday: 10.00 am to 05.00 pm on working days

Withdrawal/Deferments

Applications to withdraw or defer from a course must be made in written form to Barclyne College International. For amount of refund, please refer to the college's Refund Policy at www.barclyne.edu.sg.

Student Fee Protection Scheme

The college has adopted insurance facility to provide full protection of all course fees paid by all students as the EduTrust Certification Scheme. The college has also in place, as required under the EduTrust Scheme, a Medical Insurance Scheme for all its students. For more information on EduTrust for Education, please visit the college website at www.barclyne.edu.sg. Alternatively, you can also visit the official CPE website at www.cpe.gov.sg.

Scheduled Holidays

Refer to MOM Public Holidays calendar at www.mom.gov.sg and BCI Academic calendar. For more information, please contact our Education Consultant at (65) 6100 1995.

Manner of Teaching

Lectures, tutorials, discussion strategies, group work

Average Teacher-Student Ratio

Lecture –1:25

Tutorial –1:25

Note: Number of students in a classroom is subject to permitted seating capacity.

Module Description

Marketing

The aim of this module is to enable students to develop the marketing concepts and the fundamental techniques applied to the marketing of products and services. Syllabus topics include marketing management, marketing planning, customer and consumer behaviour, marketing research, marketing mix, promotion, general issues and marketing concepts.

Customer Service

This module enables students to understand the role of customer service, deliver reliable service, communicate directly with customers, deal with customers' complaints, knowledge and understanding of good customer service, to understand personal behaviour, and apply principles in the job role.

Practical ICT Skills

The module focuses on the understanding and diverse usage of word processing, spreadsheets, presentation, database and applications to apply the skills into practical use to perform simple tasks. It also introduces on how to use email and internet-based tools in IT security and business context. Formatting text and documents, combining information, using functions and formulae in spreadsheets, analysis of data, data entry and database modification, data queries and sorting, database report, formatting slides and slide shows, using email, using internet.

Business Calculations

This module aims to develop a broad knowledge and understanding of standard business calculations in relation to simple and compound interest, wages and commission, buying and selling, insurance, foreign currencies, hire purchase, partnerships and averages; the ability to apply this 'knowledge and understanding' in business situations; a knowledge and understanding of related terminology. Syllabus topics include simple and compound interest, the small business, wages and commission, buying and selling, insurance, foreign currencies, hire purchase, partnerships and averages.

English for Business

The aim of the module is to prepare basic business letters, company leaflets, business reports, structured notes, memos and company notices. It will also help to get into more conversation relating to the business.

Business Administration

The module focuses on advanced understanding of the need for efficient business administration and provides basic business communication formats. It also explains more details on how to process information and follow instructions and usage of office equipment, materials, services and supplies, work environment and control, procedures and information, communication, personal effectiveness and support to others.

Meetings

This module aims to develop knowledge and understanding of preparing for business meetings and operating business meetings. Syllabus topics include purpose and types of meetings, arranging meetings, choosing a venue, agenda, criteria for success, role and responsibilities of the chairperson, role and responsibilities of the note-taker and role and responsibilities of the participants.

Financial Accounting

To develop knowledge and understanding of the underlying principles, concepts and regulations relating to financial accounting and technical proficiency in the use of double-entry accounting techniques, including the preparation of basic financial statements.

Management Accounting

To develop knowledge and understanding of how to prepare and process basic cost and quantitative information to support management in planning and decision-making in a variety of business contexts.

Accountant in Business

To develop knowledge and understanding of the business environment and the influence it has on how organizations and accountants operate, and of the role of the accountant and other key business functions in contributing to an efficient, effective and ethical organization, and to build knowledge and understanding of the basic principles of effective management.

Business Practice

The aim of this module is to deliver a broad knowledge of an understanding of the main functions of business activity and the individual's contribution to it. Candidates will be able to understand best practice in the business environment, business functions and activities. Syllabus topics include influences on business, the organisation of business, the functions of business, the role of management, business values and culture, and communication in business.

Principles and Practices of Management

This module helps build a broad knowledge and understanding of the role of management within an overall business environment. The syllabus topics include management development, management functions, management structure, managing people, managing performance, managing communication and managing change.

Selling and Sales Management

This module provides an understanding of selling techniques and how to manage the sales process.

The aims of this module are to enable candidates to develop selling skills and techniques, understand sales administration, manage the sales process and appreciate sales records analysis. Syllabus topics include establishing a sales plan, the selling function, distribution channels, recruitment and training, sales management, sales forecasting, budgeting and evaluation, sales records, legal and ethical issues in selling and sales organisation and control.

Entrepreneurship

The aim of the module is to equip and empower students with basic entrepreneurship skills, business acumen and stamina to create and grow businesses. Syllabus topics include concepts of entrepreneurship, creativity, innovation and wealth creation in the context of the venture creation process, exploration of traits of successful entrepreneurs, taking advantage of opportunities, case studies on real-life business activities.

Business Statistics

This module helps build knowledge and understanding of the use of quantitative data and statistical techniques in a business environment. The aims of this module are to enable candidates to develop a knowledge and understanding of basic statistical techniques and apply this knowledge and understanding in solving business problems. Syllabus topics include quantitative information, descriptive statistics, forecasting and uncertainty.

Manner of Assessment and Grading

Assessment Mode	**Weighting**
Attendance	5%
Class participation	5%
Major Project	40%
Written Examination	50%

Grading Scheme:

Grade	**Range of Marks**
Distinction	80 and above
Merit	70-79
Credit	60-69
Pass	50 – 59
Fail	49 and below

Final Assessment Dates
Expected Date of Release of Results
Commencement & End Date of Course

For more information on the above, please contact us at 65 61001995

Note:
1) BCI has the right to cancel an intake if the minimum number of students enrolled is less than 5 for any course. For withdrawal and refund policies, please refer http://www.barclyne.edu.sg/en/general/page/922 for details.

2) Teachers will brief students at the beginning of an intake regarding all critical course information such as course contents, assessment details and other academic matters.

Modules Offered in Each Intake

Module	Jan	April	July	Oct
Marketing	√			
Customer Service	√			
Practical ICT Skills		√		
Business Calculations		√		
English for Business			√	
Business Administration			√	
Meetings				√
Financial Accounting				√

Graduation Requirements

Pass 4 modules, to pass each module: Min 50% of the total marks in the Final Exam (i.e. Attendance + Class participation + Major Project + Written Examination)

Attendance Requirements

As per ICA regulations, international students are required to achieve at least 90% attendance every month and not be absent for 7 consecutive days or more without any valid reason.

Students who do not require ICA student's pass are required to achieve at least 75% attendance rate.

Only medical certificates are accepted as proof for absenteeism. Any other documents would be accepted on a case-by-case basis with full justification acceptable by ICA.

Lecturers

For updated information on lecturers deployed to teach the modules, please refer to www.barclyne.edu.sg.

Career Pathway

Students may look for employment opportunities in Business Administration or Management, Marketing and Sales Management and other relevant sectors.